



**Name** Dr. Sudarsan Jayasingh  
**Designation** Associate Professor  
**Email** sudarsanj@ssn.edu.in  
**Phone** +91-44-27469700 (ext 471)

### Profile Summary

Dr. Sudarsan Jayasingh, Associate Professor in SSN School of Management has around 25 years of teaching and research experience. He received his Ph.D. in Management from VIT University, MBA from Madurai Kamaraj University and Bachelor of Science degree from University of Madras. Prior to joining SSN School of Management, he worked as a faculty member in Swinburne University of Technology (Malaysia Campus). Dr. Sudarsan's teaching interests currently include Brand Management, Consumer Behaviour, International Marketing, Business Analytics and Management Information Systems. His research interests are in the area of consumer behaviour and digital marketing. His previous research work has been published in refereed Journals, book chapters and conference proceedings. He serves as a reviewer and editorial board member to many reputed journals.

### Educational Qualifications

BSc., MBA., Ph.D. (Management)

### Work Experience (as on July 2023)

Name of the College	Designation	Joining Date	Relieving Date	Experience (Years)
SSN College of Engineering	Associate Professor	11.06.2012	-	12 years, 1 month
Swinburne University of Technology (Malaysia)	Lecturer	01.03.2007	01.04.2012	5 years, one month
KDU College (Malaysia)	Lecturer	26.04.2001	18.01.2007	5 years, 8 months
Vel's College of Science	Lecturer	01.06.1998	25.04.2001	2 years, 10 months

IPCA Laboratories Ltd.	Management Trainee	02.06.1997	23.05.1998	11 months
------------------------	--------------------	------------	------------	-----------

### Teaching Interests

Brand Management, Consumer Behaviour, International Marketing, Business Analytics and Management Information Systems.

### Research Areas

Consumer Behaviour and Digital Marketing

### Selected Publications

1. Jayasingh S., Girija T. and Arunkumar S. (2022) Determinants of Omnichannel Shopping Intention for Sporting Goods. *Sustainability*, 14(21), 14109. <https://doi.org/10.3390/su142114109>
2. Jayasingh, S., Girija, T. and Arunkumar, S. (2021) Factors Influencing Consumers' Purchase Intention towards Electric Two-Wheelers. *Sustainability*, 13(22), 12851. <https://doi.org/10.3390/su132212851>
3. Jayasingh S., (2019) Consumer brand engagement in social networking sites and its effect on brand loyalty, *Cogent Business & Management*, 6:1, <https://doi.org/10.1080/23311975.2019.1698793>
4. Venkatesh, R. and Jayasingh, S. (2017) Transformation of Business through Social Media. In N. Rao (Ed.), *social Media Listening and Monitoring for Business Applications* (pp. 1-17). IGI Global. <https://doi.org/10.4018/978-1-5225-0846-5.ch001>
5. Jayasingh S. and Venkatesh R. (2015) Customer Engagement Factors in Facebook Brand Pages. *Asian Social Science*. 11(26). pp. 19-29. <http://dx.doi.org/10.5539/ass.v11n26p19>
6. Jayasingh, S. and Eze, U. C. (2013) Consumers' Adoption of Mobile Coupons in Malaysia. In *Strategy, Adoption, and Competitive Advantage of Mobile Services in the Global Economy* (pp. 90-111). IGI Global. <https://doi.org/10.4018/978-1-4666-1939-5.ch005>
7. Jayasingh, S. and Eze, U. C. (2012) Analyzing the Intention to Use Mobile Coupon and the Moderating Effects of Price Consciousness and Gender. *International Journal of E-Business Research (IJEBR)*, 8(1), 54-75. <http://doi.org/10.4018/jebr.2012010104>

### Selected Conferences

1. Sivakumar A., Jayasingh, S., and Johnson E. (2023). Online Visual Merchandising Cues Impacting Consumer Pleasure and Arousal: An Empirical Study. In *Proceedings of the International Conference on Emerging Trends in Business & Management (ICETBM 2023)*, Atlantis Press. China. [https://doi.org/10.2991/978-94-6463-162-3\\_3](https://doi.org/10.2991/978-94-6463-162-3_3)
2. Jayasingh S., and Thiagarajan, T. (2022). Factors Influencing the Helpfulness of Online Consumer Reviews. In *Proceedings of International Conference on Computational Intelligence in Data Science. ICCIDS 2022. IFIP Advances in Information and Communication Technology*, vol 654. Springer, Cham. [https://doi.org/10.1007/978-3-031-16364-7\\_14](https://doi.org/10.1007/978-3-031-16364-7_14)
3. Jayasingh S. (2017). Factors Influencing the brand engagement Behaviour in Facebook Pages, 11th ISDSI International Conference, IIM Tiruchirappalli.
4. Jayasingh S. and Eze U. C., (2009) "Exploring the Factors Affecting the Acceptance of Mobile Coupons in Malaysia," *2009 Eighth International Conference on Mobile Business*, Dalian, China, pp. 329-334, <https://doi.org/10.1109/ICMB.2009.63>

- Jayasingh, S. and Eze, U. C. (2009). An extended TAM for analyzing adoption behavior of mobile coupon. In Proceedings of the 7th International Conference on Advances in Mobile Computing and Multimedia (MoMM '09). Malaysia. Association for Computing Machinery, New York, NY, USA, 282–287. <https://doi.org/10.1145/1821748.1821802>

### **Researcher Profile Pages**

- Google Scholar Id: <https://scholar.google.co.in/citations?user=ldh6B3oAAAAJ&hl=en>
- Researcher Id (WoS): <https://www.webofscience.com/wos/author/record/P-8705-2016>
- Scopus Id: <https://www.scopus.com/authid/detail.uri?authorId=35173066900>
- VIDWAN Id: <https://vidwan.inflibnet.ac.in/profile/233995>
- ORCID Id: <https://orcid.org/0000-0002-3754-1033>

### **Funded Projects**

Study conducted by Dr. Thiruvankadam T. and Dr. Sudarsan Jayasingh on the “Impact of Women Empowerment through Self-Help Group on Quality of Life” which was funded by SSN Trust. Duration of the project: January 2022 – July 2023.

### **Consultancy and Industry Training**

- Design and development of a Unique Selling Proposition / Value Proposition Research for a Social Media App. (2021-23)
- Best Practices in Marketing - Training conducted for Protechsoft - March 2023.

### **Academic Contributions**

#### Ad Hoc Journal Reviewer

- Behavioral Sciences
- Cogent Business & Management
- Journal of Electronic Commerce in Organizations
- Journal of Risk and Financial Management
- Sustainability

#### Editorial Board Member

- PLOS ONE

#### Organizing Conferences

Conference Convener for an International Conference on Emerging Trends in Business & Management - 24th & 25th Feb 2023. <https://www.atlantis-press.com/proceedings/icetbm-23/people>

### **Awards & Recognitions**

- Best Faculty Award 2015-16 & 2019-20.

- Distinguished Paper Award in eCASE conference Singapore 2009.
- Certificate of Merit for my contribution to Vel's college of science 1999-2000.